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ABSTRACT

This document is a guide to developing and producing a teleconference to serve hearing impaired postsecondary students. Individual sections address the following topics: (1) planning your teleconference (identifying purpose and target audience, setting a date, use of continuing education credits, and planning for teleconference video distribution); (2) pre-production work (selecting a production company and teleconference participants, captioning, and sign language interpreting; (3) creating your budget (a budget example, contracts, advertising and registration); (4) production (scheduling production, approvals and revisions, airing the teleconference, post-production debriefing, video reproduction, and evaluation); (5) a model timeline; and (6) presenter agreement and release. An appendix presents a sample site coordinator's guide that includes a welcome letter, a license agreement, a list of site coordinator's responsibilities, a contact list, satellite information, guide to interaction procedures and ending the program, teleconference attendance sheet, question form, attendance verification certificate, and evaluation forms. (DB)

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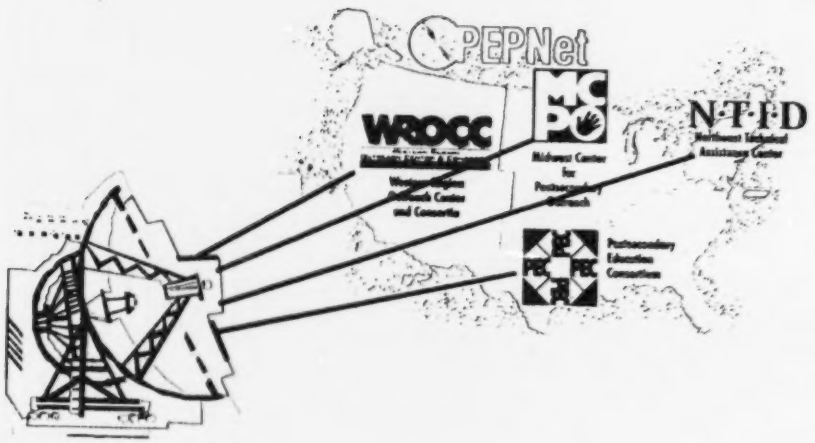
Broadcasting Across the Miles

A Satellite Producer's Guide



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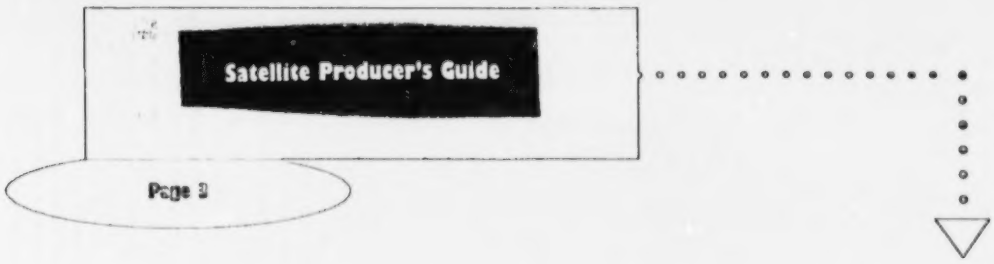

FORWORD

Teleconference production can be a wonderful tool for reaching a large audience that is scattered over a vast area. Today's technology affords postsecondary institutions the ability to provide one-time, on-going classes, and delayed broadcast productions.

With an estimated 23,860[1] students with hearing loss enrolled in postsecondary institutions across the United States, there exists a great need to create teleconferencing productions that are accessible to this population. As important, it is imperative that these institutions of higher learning have access to products that provide them with information, if not the means, to deliver quality education to students who are deaf or hard of hearing.

The Western Region Outreach Center and Consortia (WROCC), located at the National Center on Deafness, California State University Northridge, has created this product for the above purposes. WROCC is one of the four postsecondary education centers in the United States which provide training and technical assistance to colleges and universities regarding education of deaf and hard of hearing students. Taken together, the four centers are called PEPNet (Postsecondary Education Programs Network). PEPNet's goal is to provide technical assistance to postsecondary educational institutions that are currently providing, or wish to provide, access and accommodations to individuals who are deaf or hard of hearing.

WROCC extends its appreciation to Allisun Kale Marshall for supplying the idea for this guide, and for producing the first satellite teleconference broadcast at CSUN.

WROCC wishes to acknowledge the significant contributions of materials to this document by its sister center, the Midwest Center for Postsecondary Outreach, Saint Paul Technical College. Special recognition is due to David Buchkoski and Patty Brill.

- Sharaine J. Rawlinson
September 2001

[1]U.S. Department of Education, National Center for Education Statistics. *An Institutional Perspective on Students With Disabilities in Postsecondary Education, NCES 1999-046, by Laurie Lewis and Elizabeth Farris. Project Officer, Bernie Greene. Washington, DC: 1999.*

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This publication is also available in alternate formats upon request.

PLANNING YOUR TELECONFERENCE

The planning of your teleconference is perhaps the most important stage of your work. When planning is given extra careful consideration, the end product is almost guaranteed to be a tremendous success.

What is your teleconference's purpose?

The first thing that must be done is to determine the purpose of the teleconference. You must understand clearly your intentions, as well as the reaction(s) you want your audience to experience. In the case of WROCC and other PEPNet centers' work, the purpose of teleconference production is to deliver information on specific services and issues that impact the education of students who are deaf and hard of hearing. The purpose is to motivate post-secondary settings to desire delivery of quality education that is accessible and appropriate to this population.

Once your purpose is clearly defined, you need to identify a "hot topic", an issue that needs addressing and will garner the attention of the target audience. Keep your topic refined and explicit. Do not try to cover too many issues in one teleconference.

When you have determined your teleconference's purpose, write it down in big block letters and tape it over your desk and in the studio. Later, when you have selected your participants, send them a copy of the purpose to keep in front of them, as well.

Define your target audience.

Following the determination of your purpose and topic, define who your audience is. Are you reaching out to college administrators, university professors, directors of disability support services, students, or someone else? Once you have defined your target audience, you will be able to begin teleconference pre-production. Keep in mind that no matter who your target audience is, you will need to anticipate audience membership will be comprised of some deaf or hard of hearing individuals. Therefore, access to your product must be in the forefront of your mind.

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Set your teleconference date and disseminate it.

When you know your topic and target audience, you will want to send out a preliminary mailing announcing your production and the date it will air. The purpose of this is to get your audience's attention and have them reserve the date and time so they will view the teleconference.

Continuing Education Credits.

One of the best ways to attract viewers to your teleconference is to offer Continuing Education Units (CEUs). When a topic encompasses deafness or hard of hearing issues, it is frequently possible to secure CEUs for interpreters from the Registry of Interpreters for the Deaf. To provide CRCs (Continuing Rehabilitation Credits), one can frequently contact the state chapter of the National Rehabilitation Association or a university with a Rehabilitation degree program, such as San Diego State University or the University of Wisconsin – Stout. As well, some universities will offer college credits when supplied with specific information such as topic, speaker resumes, length of program, etc.

Post-teleconference video distribution.

The final step of the planning stage is to begin considering whether you wish to distribute taped copies of the teleconference after it is telecast. Assuming that you do, you will need to begin determining what channels will be used for distribution. Will you handle dissemination yourself, hire an outside company, use the PEP-Net Resource Center, or even use your college library's services?

PRE-PRODUCTION WORK

Now that you have completed the planning stages of your teleconference, you can move into the pre-production stage. It is during this stage when you will select your production company, determine who your panelists, moderator and/or host will be, who will provide your open captioning, and who will be your sign language interpreters. You will also establish your budget, the various contracts you need to have, and create a script.

The Production Company

Who do you turn to for production of a quality telecast? In order to determine which company you want to use, you will need to consider several items. First, assuming you are employed by an educational institution, does your university have the facilities to create a teleconference? If the answer is yes, your next question should be, "Can our university's facilities deliver a quality product?" Do you know the staff and feel comfortable working with them? Will they seek to understand your purpose and intent behind your teleconference?

Suppose your educational institution does not have the facilities for teleconferencing; where do you turn to? In Minnesota, for example, the Minnesota State College and University System has their own production company, MnSAT, Minnesota Satellite and Technology. MnSAT has worked closely with many educational facilities to produce teleconferences. In addition to state-owned companies, there are, of course, private commercial production companies that have the capabilities of delivering quality products. One of the best ways to identify your production company is to talk with your colleagues who have created teleconferences in the past. Inquire of them what companies they have used, their experiences, and any recommendations they have.

Who Will Be In The Teleconference?

In the first stage, you identified your purpose, intentions, topic, and target audience. In the second stage, pre-production, you will need to identify who will be in your teleconference. Who do you know who is knowledgeable about your topic? Are they articulate and do they have good presentation skills? Are they comfortable appearing on camera? Are they dependable?

When you are identifying participants, it is usually very helpful to talk with colleagues who work in the field that is germane to the topic you have selected. Usually, colleagues can lead you to presenters who are both knowledgeable and experienced with the materials, as well as possessing the unique talents that are needed to deliver information in a way that comes across positively and attractively.

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Captioning

Captioning, whether open or closed, should always be a part of teleconference production. In addition to affording access to viewers who are hard of hearing or deaf, captioning provides access to viewers who are learning English as a second language.

Quality captioning is not easy to come by. You will need to research providers in your area and determine who has the skills to work with you and your team to deliver real-time (i.e., simultaneous) captioning service. Once again, this is a good time to talk with colleagues to learn of their past experiences and providers they recommend. After you have produced your first or second teleconference, you will be more comfortable selecting your captionist(s) on your own.

Sign Language Interpreting

Sign language interpreting is another area that is crucial to the success of your teleconference. In addition to planning for captioning services, you will need to include sign language interpreters in your production efforts. While it can be assumed that most viewers of your production will either be able to hear the sound bites or read the captions, there will also be viewers and/or participants who will depend on sign language interpreters to access the information.

In addition to being highly skilled and talented, interpreters who work in the media setting must also possess a certain charm or charisma that translates to the delivery of quality services which are readily absorbed and understood. Just because an interpreter has outstanding interpreting skills, it does not necessarily follow that they are the best interpreter to work on screen. The interpreters who work best on screen are often those who are also flexible and accommodating, in addition to having the aforementioned talents. As stated previously, contact with colleagues can often lead you to the appropriate sign language interpreters for your production.

How many sign language interpreters do you need? That depends on several factors. Are there deaf participants in your production? Will the telecast be done before a live audience that includes individuals who depend on sign language to access information? You must consider these scenarios in addition to making the presumption that your audience beyond the studio will include deaf individuals. As well, you will need to take into consideration the duration of the production. If your production will encompass two hours of telecast time, you will need two interpreters for each setting; two for the participants, two for the telecast audience (these interpreters will be seen in a "bubble" on the telecast screen, and, if you have a live audience with deaf members, you will require another two interpreters.

Creating a Budget.

You cannot create a good production without money. Well, not unless you have convinced a great production company and participants to donate their services. It follows, therefore, that you will need to create an accurate, detailed budget that you can follow during the production of your teleconference. The following is an example of a budget table you might follow in creating your teleconference production.

Master Production Budget[2]

Production Name: _____
Date: _____
Client: _____
Contact Person: _____ Contact Telephone: _____

Item		Cost
ABOVE THE LINE		
Producer	$	
Director	$	
Staff	$	
Office Overhead	$	
Casting	$	
Talent #1	$	
Talent #2	$	
Talent #3	$	
Talent #4	$	
Cast Payroll	$	
Music Rights	$	
Taxes, Non-payroll	$	
Insurance	$	
Contingency Fees	$	
Promotion (include printing & postage)	$	
Above the Line Subtotal	$	

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Item	Cost
PRODUCTION	
Camera Equipment	$
Sound Equipment	$
Grip Equipment	$
Booms, dollies	$
Audio Engineer	$
Director of Photography	$
Audio Engineer	$
Grip	$
Production Assistants	$
Materials (Stock)	$
Graphics	$
Location Fees	$
Crew Support	$
Props	$
Transportation	$
Hotel Accommodations	$
Meals or Per Diem	$
Captioning	$
Sign Language Interpreting	$
Production Subtotal	$

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Item		Cost
Post-Production		
Off-Line Editing	$	
On-Line Editing	$	
Window Dubs	$	
Stock (Edit Master)	$	
Protection Master	$	
Audio Sweetening	$	
Chyron – Credits	$	
Duplication	$	
Postage and Handling	$	
Post-Production Subtotal	$	
Above The Line Subtotal	$	
Production Subtotal	$	
Total Budget	$	

This budget is just an example. Yours will depend on the sophistication of the production company you use and the various items that both you and the company want itemized.

[2]Baiocchi, Aldo. *Producing Video: On Time and Under Budget*. Terrafirma Productions, Woodland Hills, CA.

NOTES:

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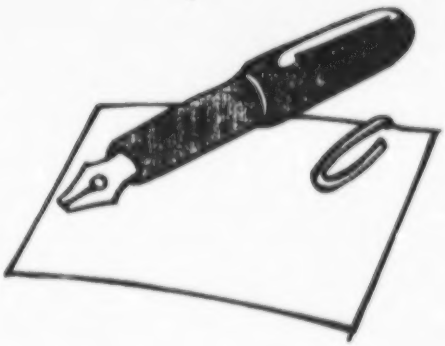


Contracts.

Before you can begin your actual production work, you will need to execute contracts between your program and various contractors, including the production company and participants. A sample contract can be found in the Appendix of this guide.

Advertising and Registration.

In your planning stage, you set the date of your teleconference and sent out a postcard to announce the upcoming event. Now, in the pre-production phase, you need to create a formal teleconference brochure or flyer, complete with the names of your cast, their credentials and photos, registration information, and cost. Remember, you must include not only the date, but also the time, cost, where to return registrations, and deadline for registration.

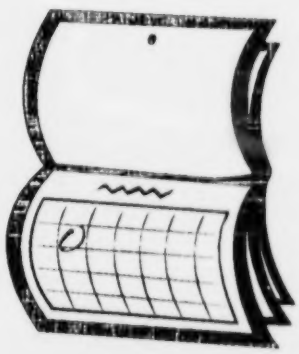
Drafting a Script.

When you have your topic, target audience and participants identified, you can begin to draft a rough script. Ideally, since you are the producer and have the key details surrounding the telecast, you will draft this script. The first draft will be very sketchy, simply covering the main topic points you want to make. Identifying your topic and speakers will give you the resources to determine which points will be made and by whom.

When you have completed your first draft, it is time to share it with your participants. They will then take the information you have shared and expand on the points you have assigned them, based on their knowledge and experiences. Further work on this will take place during the actual production phase.

NOTES:

PRODUCTION



Scheduling Your Production.

At last, you have arrived at the production phase! You are coming closer to the actual airing of your teleconference. In the first phase, planning, you determined your airing date. In the production phase's first step, you need to fine-tune your various efforts in order to complete all of the work on time to air your program by the specified date and time. Here are some items to give special attention to:

- Ø Reserving time on the Ku and C bands for broadcasting your teleconference;
- Ø First revisions of the script by the cast;
- Ø Selection and confirmation of additional crew members who will receive the calls and faxes of questions that will be received to be answered by the cast, if any.
- Ø Meeting date and time, either in person or by telephone, with all of the teleconference participants and you;
- Ø Second revisions of the script by you and the participants;
- Ø A final meeting, again in person or by telephone, with all of the teleconference participants and you;
- Ø Final changes and script submitted by participants;
- Ø You finalize the script with the changes given to you by participants;
- Ø Media and multi-media submitted with final changes and script;
- Ø Delivery of script to production company;
- Ø Delivery of script to real-time captionist;
- Ø Delivery of script to interpreters;
- Ø Rehearsal of teleconference with the entire cast the day prior to broadcast;
- Ø Arrival time prior to broadcast, broadcast time;
- Ø And post-taping review with cast and crew, including interpreters and captionist.

Approvals and Revisions.

At first glance, this step seems redundant to what I have outlined above in Scheduling, however, in this case I am referring to revisions of your script and multi-media as used by your production company. Once you have submitted your script and media to the company, they will enter it into a computer for an off-line edit. During this step, the production company welcomes changes. Once the company has entered the data, you must meet with them at their facility to review the information for accuracy. Edits suggested later, during on-line edit are much more cumbersome and expensive. Thus, it pays to be detail oriented during all of the early phases and steps in your teleconference production.

Another thing that must be attended to is the set-up for your sign language interpreters and the placement of the "bubble" in your picture screen. The background should be a solid color, preferably not black. The interpreters should plan to dress in attire that is also solid, but contrasts against the background. If this contrast is not effected, the picture in the bubble will appear as a head and two hands, with no torso or arms attached. Truly, you don't want to have this happen! Make sure you have met with the studio staff, including the camera operators at least once prior to actual telecasting.

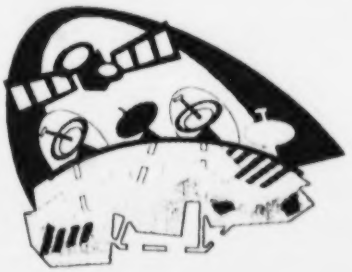
While you are giving attention to interpreting details, it is also imperative that you work closely with your captionist and the studio crew. The camera operators must take into consideration the need for the bottom 2 lines of the screen for viewing of captions. This will affect the distance of camera shots, as well as the size of the interpreter's bubble in the screen. Remember, these are considerations that are not a part of every day production. You, as the producer-creator, will have to take special interest in making sure the entire crew understands the purpose and need for these additional details.

Your production company will likely handle the music and special effects for your production. They will, of course, present them to you for your approval. Certain parts of your production, such as the introduction and closing credits, will be produced prior to the teleconference and be "in the can", ready for inclusion in the live production.

In addition to putting your introduction and closing credits "in the can", it can be very helpful to pre-record prepared presentations the day before the live segment. By getting the prepared presentations on tape early, you are taking some pressure off of the cast which enables them to be more relaxed, receptive, and eloquent for the live segment. My experience with this process indicates the more work that is taped beforehand, the smoother the telecast runs on the day of the broadcast.

Airing Your Teleconference.

Finally, it is time to do the actual production. On the day of the event, the cast should arrive at the studio no later than two hours prior to commencement of recording/airing. You will want your interpreters and captionist to arrive in the same time frame, perhaps only 1½ hours prior to beginning. The actual time will depend on whether you have a cast member who requires the services of an interpreter for pre-airing conversations and preparations.



The crew members who will be standing by to accept questions via phone, TTY, and fax for the cast should be at the studio forty-five minutes to an hour prior to the beginning of the teleconference. The number of people needed to handle the questions varies depending on the topic and the reputations of the cast. Typically, 4-5 people are more than sufficient. They will need to have access to several phones, a TTY, and fax machine. In addition, 5 X 11 cards and black pens should be available for the crew to write out questions legibly for the cast. One member of the crew will also act as a relay person, taking the questions on the 5 X 11 cards into the studio to be handed to the moderator by the studio crew.

The cast should change from their street clothes into their stage attire approximately one hour prior to filming. During the telephone conferences about the script, you should discuss attire. Typically, blues and greens are good in front of a camera. Clothing should be plain or simply stated, especially if cast members are deaf and plan to sign their comments. This will result in good visual clarity that should ease the interpreter's ability to read and voice what the cast member(s) says.

Post-production Debriefing.

Relief! All of your hard work has culminated in a successful satellite teleconference! It's easy to want to leave the studio and forget all that has happened over the last 4-6 months, but wait! Take time immediately following the broadcast to sit down with the cast, interpreters, captionist, and studio crew to review and critique the event. Make sure someone from your crew is taking notes. Ask everyone present, "What worked especially well?" "What should we watch out for in future productions?" "What needs to be changed?" This meeting need only take 30 minutes or less, and it is crucial to continued success and improvements in your future teleconferencing endeavors. If you try to have this meeting a week or even a day after the broadcast, important details will likely be forgotten and/or overlooked.

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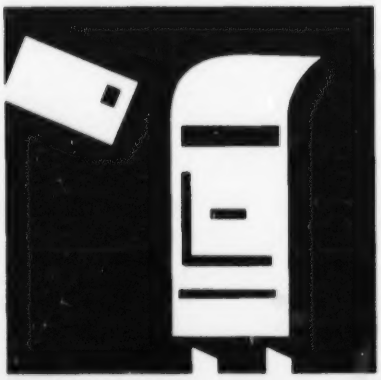
Video Reproduction.

If you have agreed to disseminate copies of your satellite teleconference, the next to final stage of your production will be reproduction of the video. In your contract with the production studio, you specified a number of copies to be made, as well as a certain date by which the videos should be delivered to you.



Once you have received the video copies, you can have them distributed to those who have requested copies.

Evaluation.

When attendees arrive at teleconference sites across the region you are broadcasting, they should be given papers to write down questions to be faxed in, as well as a final evaluation form. The site coordinators should collect these evaluations and forward them to you no later than the day following the teleconference. These evaluations are an additional tool by which to review your production and make plans for future efforts. As well, the evaluation forms can serve as tools to collect demographic data, which is likely, important to the ongoing evaluation of your program. A copy of an evaluation form can be found in the Appendix of this guide.

NOTES:

TIMELINE

Model Teleconference Timeline

	# of Days	Start	Complete
PLANNING STAGE	**44d**	**Wed 9/19/01**	**Mon 11/19/01**
Determine Teleconference Purpose	7d	Wed 9/19/01	Thu 9/27/01
Select Teleconference Topic	7d	Wed 9/19/01	Thu 9/27/01
Define Target Audience	7d	Wed 9/19/01	Thu 9/27/01
Set Teleconference Date	1d	Fri 9/28/01	Fri 9/28/01
Send Out Postcard Announcing Teleconference	5d	Mon 10/1/01	Fri 10/5/01
Identify Which CEUs to Offer	1d	Mon 10/8/01	Mon 10/8/01
Begin to Plan Video Distribution	2d	Wed 9/19/01	Thu 9/20/01
Submit CEU Paperwork	2d	Wed 11/14/01	Fri 11/16/01
PRE-PRODUCTION STAGE	**30d**	**Tue 11/20/01**	**Mon 12/31/01**
Choose a Production Company	10d	Tue 11/20/01	Mon 12/3/01
Select Your Cast	14d	Tue 11/20/01	Fri 12/7/01
Research Captionists	10d	Mon 12/10/01	Fri 12/21/01
Research Interpreters	12d	Mon 12/10/01	Tue 12/25/01
Create Production Budget	25d	Tue 11/20/01	Mon 12/24/01
Get Contracts Signed	10d	Fri 12/7/01	Thu 12/20/01
Draft Script	5d	Fri 12/21/01	Thu 12/27/01
Create & Mail Registration Flyers	10d	Tue 12/18/01	Mon 12/31/01
Reserve Ku & C Bands	1d	Tue 12/18/01	Tue 12/18/01
PRODUCTION STAGE	**64d**	**Tue 1/1/02**	**Fri 3/29/02**
Confirm Ku & C Bands Reservation	1d	Wed 1/2/02	Wed 1/2/02
Revise Script with Cast	30d	Tue 1/1/02	Mon 2/11/02
Deliver Script to Production Company	1d	Tue 2/12/02	Tue 2/12/02
Deliver Script to Captionist	1d	Wed 2/13/02	Wed 2/13/02
Deliver Script to Interpreters	1d	Thu 2/14/02	Thu 2/14/02
Rehearse Teleconference	2d	Mon 3/18/02	Tue 3/19/02
Broadcast Teleconference	1d	Wed 3/20/02	Wed 3/20/02
Evaluate Teleconference	1d	Wed 3/20/02	Wed 3/20/02
Duplicate Videotape of Teleconference	4d	Thu 3/21/02	Tue 3/26/02
Distribute Videotapes	2d	Wed 3/27/02	Thu 3/28/02

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Presenter Agreement and Release

YOUR COLLEGE/PROGRAM NAME

Presenter Agreement – Model Release

A videotape of your presentation will be made available through the *(Your college / Program Name, Address, City, State, Country)* to interested parties seeking to improve accommodations to deaf and hard of hearing students, services providers and/or postsecondary administrators. (*Your College / Program Name)* is supported by a contract with the U.S. Department of Education, Office of Special Education and Rehabilitative Services. All materials produced with grant funds become part of the public domain and are, therefore, not protected by copyright laws.*

Videotapes may be used for outreach, research, reports, studies, educational and skills enhancement only.

I hereby assign in perpetuity exclusive rights, title and interest to the recording, transmission and use of my name, voice, image or likeness on this videotape to *(Your College / Program Name, City, State)*, it agents and assigns. I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said videotape without limitation for the purposes specified above. The materials I provide do not infringe upon property rights of another. I agree to release *(Your College / Program Name, City, State)* and its agents from any and all liability for the use of this videotape.

I have read, understand and agree to the above information.

_____ _____

Print Name Date

_____

Signature

_____

Name of videotape/presentation

* The last two sentences of the first paragraph are to be used only if you are receiving federal monies through grants/agreements.

APPENDIX

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Site Coordinator's Guide

for

Title of Production

Day, Date

Live Satellite Broadcast

Co-Sponsored by:

My University, Anywhere, USA

If your production is funded by a special grant, such as one from the US Department of Education, you need to have a formal notice of such here: *This teleconference is funded through the US Department of Education, Office of Special Education and Rehabilitative Services.*

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Welcome Letter

Dear Site Coordinator:

Thank you for registering for "*Title of Satellite Teleconference,*" live teleconference produced by the (Your college's name and department/program). This is your confirmation letter. We are committed to providing you with the support needed to ensure the success of this event at your site. The information in this *Guide* will help you in coordinating the activities during the conference. Feel free to customize materials that come with this *Guide*, including the brochure, to promote this event locally in order to satisfy your individual campus needs.

Following the event, return both the Participant's Evaluations and the Site Coordinator's Evaluation to (Your Program's Name). This information is important to us and will influence the quality and selection of future programs. Attach a copy of your teleconference attendance form with the evaluation forms. Also, return the Activity Report Forms for the RID (CMP) program and the RID (ACET) tracking program to (Your Program's Name). We will submit this to process CEU's for those who request them by signing the enclosed sheets. **Please return these forms by (DATE).**

The conference will be televised at your site, and to as broad an audience as possible, via satellite, using the highest quality standards and the latest technology available. We would like to hear ideas and suggestions for future guides and teleconference programming so that we can continue to offer teleconferences that meet your educational needs and expectations.

If you need further assistance in locating a nearby downlink site, or have any questions about this *Guide* or about the event, please don't hesitate to call me at (xxx)xxx-xxxx (TTY/Voice) or (NAME) at (xxx)xxx-xxxx. You may also reach us by FAX at (xxx)xxx-xxxx or via email at your.name@xxx.xxx or alternate.name@xxx.xxx. **Be sure to give the satellite coordinate information found on page X to your technical staff as soon as you receive this packet.**

Thank you again for your participation. We look forward to working with you to make this a mutually successful event!

Sincerely,

Your Name
Your Title

License Agreement

(Teleconference Title)

LICENSE AGREEMENT: TERMS AND CONDITIONS

You agree to the following terms and conditions, as a Licensee. (Your Institution's Name) will provide:

- A live, broadcast-quality satellite transmission of the program via C and Ku Bands
- A *Site Coordinator's Guide*, including one copy of print materials that may be reproduced and distributed as necessary

Licensee has the right:

- To downlink the teleconference on a closed-circuit system located within in-house facilities
- To one videotape recording of the teleconference for the life of the tape for internal use only. This will be mailed to you shortly after the downlink. Additional copies of the conference video will be available for purchase for a nominal fee. For information on videos you can go to the PEPNet Resource Center at www.pepnet.org or call (xxx)xxx-xxxx.
- To charge or not to charge a fee to attendees at the **live** event only. No fee may be charged to view the videotape
- To use the video for future in-service training sessions

Copyright:

This satellite broadcast, including the printed materials, is owned by (Your Institution/ Program), and may not be sold, rented, copied, duplicated, recorded, or reproduced in any manner, in whole or in part, without (Your Program's Name) written consent.

ADA Compliance:

Licensee agrees to comply with all rules and regulations covered in the 1990 Americans with Disabilities Act (ADA) in exhibiting and displaying the teleconference. Acceptance of this liability indemnifies the Your Program from all liabilities arising out of the licensee's failure to comply.

Cancellation or Breach:

The technical information and materials provided to the licensee are for licensee's use only and may not be given to any other organization. This is a pay-to-receive program; it is illegal for anyone to downlink it without a license.

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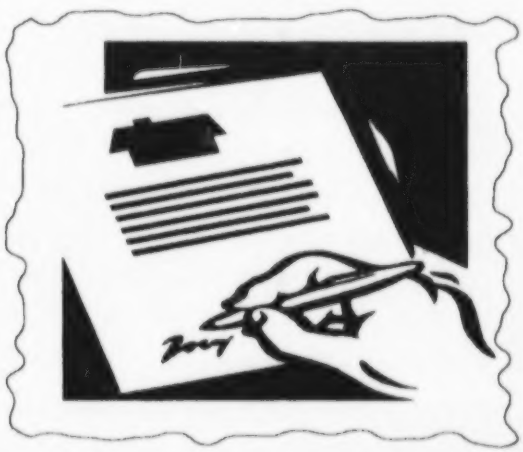
(Your Program's Name) shall refund any and all fees paid by the licensee to receive the broadcast in the case of failure to provide satellite transmission because of cancellation of the program.

In no event shall (Your Program's Name) be liable to the licensee for any technical problems including, but not limited to, weather, sun spots or other related circumstances, damages, or costs, including any lost profits, related expenses, or other incidental or consequential damages arising out of (Your Program's Name) failure to provide the satellite transmission or licensee's failure to receive the satellite transmission. (Your Program's Name) reserves the right to modify the program content or to cancel or substitute any guest without liability. Licensee agrees that the sole remedy for breach of this license shall be a refund of the fees paid by the licensee.

Licensees shall have the right to cancel this License Agreement prior to Month, Date, Year, by forwarding a written cancellation notice to (Your Program's Name) , Address, City, State, Zip Code.

A $25 administrative fee will be charged for all cancellations received after Date. No refunds will be given after Month, Date, Year.

If you have any questions about this license form, please call Your Name at (xxx)xxx-xxxx (Voice/TTY), fax (xxx)xxx-xxxx, or email your.name@xxx.xxx.



Site Coordinator's Responsibilities Checklist

- ❑ Advertise to interested constituents on and off campus and at local postsecondary institutions. Advertising materials are enclosed for your use.
- ❑ Duplicate and provide copies of the telecast handouts to all participants.
- ❑ Have participants who are certified by RID or members of the ACET program sign either the Activity Report Form for CMP or the Activity Report Form for the ACET (whichever is applicable) and return to (Program Name) by (Date).
- ❑ Provide evaluation forms to each participant.
- ❑ Collect the Participant Evaluation forms and send them to the (Program Name) by (Date).
- ❑ Issue a Certificate of Attendance to individuals who request them.
- ❑ Complete Site Coordinator Evaluation form and return it to (Program Name) by (Date).
- ❑ Ask each participant to sign the teleconference attendance sheet and include **Email addresses.**
- ❑ Mail the attendance sheets to (Program Name) by (Date).
- ❑ Provide adequate number of fax forms and designate a person who will be responsible for sending the faxes.
- ❑ E-mail/fax questions by Day, Date (MM/DD/YYYY).

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Contact List and Numbers

- E-mail questions received before the teleconference, no later than (Day), (Date) to: xxx.xxx@xxx.xxx.
    - Fax questions by Day, MM/DD/YYYY to xxx-xxx-xxxx.
    - Technical problems prior to the test or teleconference: 1-xxx-xxx-xxxx.
- Technical problems during the test or teleconference: (for satellite/reception problems, tell them what you're calling about) 1-xxx-xxx-xxxx.
- Phone interaction during the teleconference (question/answer) segments
- TTY 1-xxx-xxx-xxxx
- Voice 1-xxx-xxx-xxxx
- FAX 1-xxx-xxx-xxxx
- Email name@xxxx.xxx
- Questions or information about program content: 1-xxx-xxx-xxxx.
- Questions or information about this guide or teleconference programming: (xxx)xxx-xxxx or (xxx)xxx-xxxx (TTY/Voice).

Origination Site

This program is originating from the (Production Studio) in (City, State). This uplink will be transmitted in two frequencies: "C-Band" and "Ku-Band". Refer to the technical frequency of the signal on page X.

Satellite Teleconference Specifics & Coordinates

Teleconference Title

Satellite Teleconference
(Date)

Test Time:	10:30 a.m. - 11:00 a.m.	Pacific
	11:30 a.m. - 12:00 p.m.	Mountain
	12:30 p.m. - 1:00 p.m.	Central
	1:30 p.m. - 2:00 p.m.	Eastern
Program:	11:00 a.m. - 1:00 p.m.	Pacific
	12:00 p.m. - 2:00 p.m.	Mountain
	1:00 p.m. - 3:00 p.m.	Central
	2:00 p.m. - 4:00 p.m	Eastern

Ku- Band Satellite Coordinates	**C-Band Satellite Coordinates**
Satellite:	Satellite:
Location:	Location:
Transponder:	Transponder:
Channel:	Channel:
Polarity:	Polarity:
Frequency:	Frequency:
Audio:	Audio:

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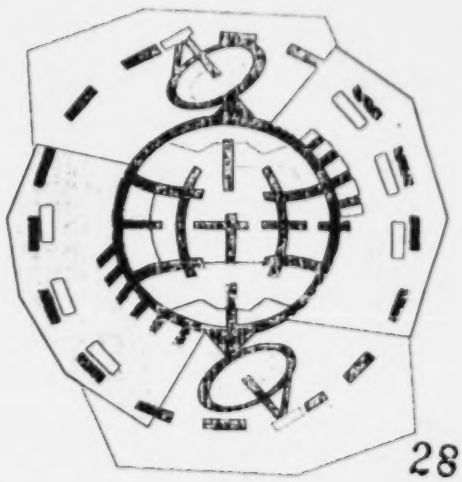
Check Your System In Advance

TECHNICAL TROUBLE#: 1-xxx-xxx-xxxx.

Important Notice:

Please check your satellite system in advance to make sure that you are properly receiving satellite signals. If the satellite system you are using has not received regular maintenance and satellite location updates, it is possible that your receiver will be unable to tune in the satellite signal for this program. Try tuning your satellite system to the appropriate satellite in advance. There may not be programming on the transponder booked for this show. However, you should receive signals on one or more of the channels on that satellite. If you are not receiving a signal on any channel on the satellite, or if you have any doubts about whether your equipment is in working order, we recommend that you contact the appropriate personnel in advance of this program.

We provide a technical trouble number for you to call when you have exhausted your local troubleshooting options. This is mainly for you to verify that the program is being transmitted as expected. The technician that you speak with is unlikely to be familiar with all the manufacturers of the equipment that make up a satellite downlink system; namely the receiver and dish. While we will try to help you, we cannot guarantee that we will be able to solve your downlink dilemma. Please contact the organization with which you registered if you are ultimately unable to receive the program.



Interaction Procedures

The most important difference between a satellite teleconference and a videotape is the medium's ability to allow participants to interact with the experts. We will be using TTYs, email, faxes and telephones to make this the most accessible and interactive event possible.

Please encourage your audience to join in the process. Begin by explaining how important their questions and comments are and that the program panelists want to hear from the field. Due to limited time, not all questions will be answered during the telecast.

E-mail

We have set up an email address specifically to get questions in **advance** of the event. We want to know what questions are on the minds of those intending to attend. We will try to address these questions in our program. The email address is: first.last@xxx.xxx. To email questions **during** the teleconference the email address is: xxx.xxx@xxx.xxx.

Faxes

We've provided Phone/Fax-In Question Forms as an attachment. Be sure to provide sufficient numbers of them to the participants. Using these forms will make the process easier and more efficient.

- You can fax in questions as soon as the program airs, but not later than 30 minutes before the teleconference ends.
- Please do not fax more than two forms per call so that others will have the opportunity to be represented.
- Instruct the participants that they need not wait until the Q&A session to fax in questions or comments.
- Encourage the participants to complete the majority of the form in advance and later add their question or comment. This will save time.
- Have someone present to assist in the faxing process at your site.
- If a fax machine is located nearby, but not within the viewing facility, assign a *runner* to get the faxes sent in.

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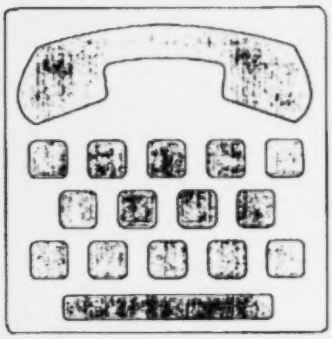
Procedure for Submitting TTY and Voice Questions



1. Check your outline to be aware approximately five minutes ahead of time, when the interaction period will be. You should move to the side/front of the room so that the audience can see you.
2. When the moderator mentions it and/or when "TTYs AND PHONES ARE OPEN" appears on the screen, let the audience know that you are ready to collect their questions.
3. Review the questions submitted, and select two to be asked. If you get a busy signal, hang up and try again. You can keep trying to reach the studio until "NO NEW TTYs AND PHONE CALLS" appears on the screen.
4. The question/comment will be screened to determine if it is redundant. If it is not, it will be given in writing to the moderator. If that question is already in the queue, you'll be asked if you have a second question.
5. If you have more questions at your site, begin again at step 3.

AT THE END OF THE PROGRAM

Thank your audience for attending and stress the importance of filling out the evaluation forms found in their Participant Materials.

Remind everyone to turn in the evaluation form and fill out the CEU attendance verification form for those who want to earn CEU's.

While people are milling about, please be aware of the conversations around you so you can get a sense of how the audience reacted to the teleconference. This will be helpful, in addition to evaluation forms, because the comments will be more candid.

Please send the participant attendance and evaluation forms, your evaluation form and CEU forms by (Date) to:

Name
Program
University/College
Street
City, State, Zip Code

TELECONFERENCE ATTENDANCE

(Teleconference Title)

(Date)_____ Location: _____

PLEASE PRINT CLEARLY

Name & Title _____
Place of Employment _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ TTY _____ Fax _____
E-Mail Address _____

Name & Title _____
Place of Employment _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ TTY _____ Fax _____
E-Mail Address _____

Name & Title _____
Place of Employment _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ TTY _____ Fax _____
E-Mail Address _____

Name & Title _____
Place of Employment _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ TTY _____ Fax _____
E-Mail Address _____

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QUESTION FORM

(Teleconference Title)

(Date)

Teleconference Q & A Number: V/TTY: 1-xxx-xxx-xxxx
FAX: 1-xxx-xxx-xxxx

To: _____ From: _____

Site: _____

QUESTION(S):

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

ATTENDANCE VERIFICATION

ATTENDANCE VERIFICATION
(To be kept by participant)

(YOUR UNIVERSITY'S NAME AND LOGO HERE)

TELECONFERENCE TITLE

Sponsor Information

Sponsoring Organization:	Your Program/University/Agency
Title of Activity:	Teleconference Title
Program Dates:	Month Date, Year
Contact Hours:	Number of Hours
Address:	Street City, State Zip Code
Contact Person: Organization's Phone Number:	Name (xxx)-xxx-xxxx

Participant Information

Name:	_____
Address:	_____ _____
Daytime Telephone Number:	_____

_____ _____

Signature - Person in charge of verifying **Date**

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Evaluation Forms

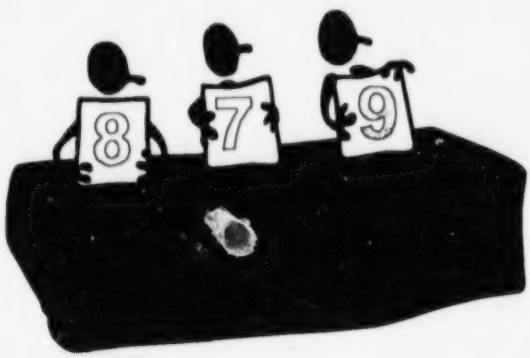
Please find enclosed the evaluation forms for participants and site coordinators. They will be processed through a scantron machine, so it is very important that you and your participants use the original scantron form when filling these out. Also, they need to be filled out with a #2 pencil.

We have enclosed 15 participant scantron forms. If you need additional forms, please let us know. If at the last minute you need additional forms and time prevents us from sending them to you, you may use copies. Try to keep this as limited as possible as we will have to transfer all copied sheets to originals.

If you are not using scantron forms, please have participants circle their answers directly on the evaluation form.

All evaluation forms and participant lists should be send to us by (MM/DD/YYYY)

Thank you.



PARTICIPANT'S EVALUATION

(Teleconference Title)

(Date)

Use a #2 pencil – Fill circles completely – Erase cleanly

Viewer Participant Information

1. A=Deaf B=Hard of Hearing C=Hearing D=Other Disability
2. A=Administrator B=Faculty/staff C=Parent D=Student E=Other

Program Assessment

Please rate items 3 through 7, according to the following scale:
A=Strongly Disagree B=Disagree C=Neither Agree or Disagree D=Agree E=Strongly Agree

3. **The information will be useful to my job, to my personal enrichment, professional development or studies.**
4. **Phones/faxed-in questions mentioned on-air were well answered.**
5. **The information was presented in a clear and understandable manner.**
6. **Provision of open captioning, voice, and signing made the program accessible to all participants.**
7. **The graphics were clear and readable.**
8. **The printed materials were clear and understandable.**

Presenter Evaluation

Please rate items 8 – 11, according to this scale:
A=Poor B=Below Average C=Average D=Above Average E=Outstanding

The panelists were credible and knowledgeable about the subject:

9. (Name)
10. (Name)
11. (Name)

The moderator was effective and kept the teleconference moving smoothly:

12. (Name)

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SITE COORDINATOR'S EVALUATION

(Teleconference Title)
(Date)

Use #2 Pencil – Fill circles completely – Erase cleanly

Name: _____ **Title:** _____

Agency/School/Organization: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

E-mail Address: _____

Your institution:

1. **A=4 year University/College B=2 year College/Proprietary C=Agency D=Other**

2. **What was the primary objective for providing this teleconference to your organization or institution?**
A=Professional Development B=Community Outreach
C=In-service training D=Other

3. **Is the time and day of the week good? A= Yes B=No**

4. **Was this the first time your school/agency coordinated a downlink site?**
A=Yes B= No

5. **Did you feel this teleconference was priced:**
A= High B= About right C= Inexpensive

6. **Who made up the majority of your participants?**
A= Students B= Faculty/Staff C=Other Professionals

7. **Which interactive components did you use for this teleconference?**
A= TTY B= Fax C= E-mail D= Telephone

8. **What kinds of local activities did you plan as part of the live teleconference?**
A=Local panelists B=Discussion sessions C=Demonstrations D=No activities
E=Other

9. Did the program meet your expectations? A=Yes B=No

10. How did you hear about this teleconference? A=Brochure B=PEPNet web site C=PEPNet Affiliate Site D=Newsletters E=Other _____

11. What is your overall evaluation of this program?
A=Poor B=Below Average C=Average D=Above Average E=Outstanding

What additional information would have been helpful in preparing for this event?

_____
_____
_____

What were the things you liked most about this program and why?

_____
_____
_____
_____
_____

What were the things you liked least about this program and why?

_____
_____
_____
_____
_____

What other topics would you like to see presented in future teleconferences?

_____
_____
_____
_____

Please return your completed evaluation by (Date) to:

Name
Program/Department
University/College
Street
City, State, Zip Code
Phone: (xxx)-xxx-xxxx
Fax: (xxx)-xxx-xxxx

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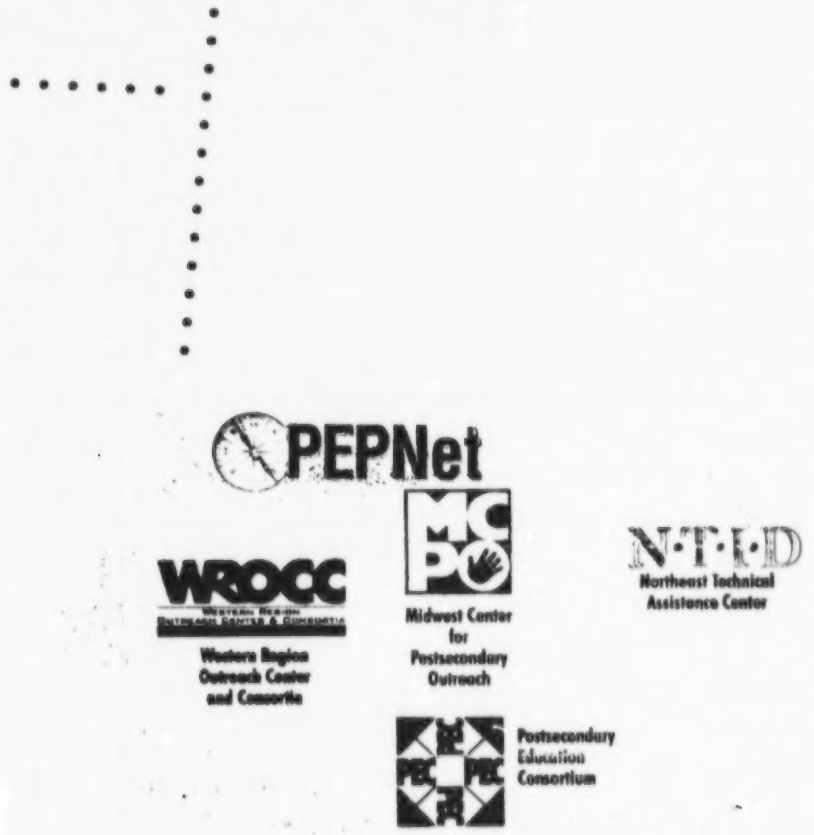
NOTES:



Satellite Producer's Guide

WROCC
Western Region Outreach Center & Consortia
California State University Northridge

18111 Nordhoff Street
Northridge, CA 91330-8267
Phone: 818-677-2611
Fax: 818-677-4899
Email: wrocc@csun.edu

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